

# Driving Washington's Prosperity – A Strategy for Job Creation and Competitiveness (v.6.2)

*“Washington will be the most attractive, fertile and creative environment for innovation in the world by 2020.”*

<b>Fueling the Future</b> <i>Making Talent a Top Priority</i>	<b>Adding Horsepower</b> <i>Investing in Entrepreneurship</i>	<b>Paving the Way</b> <i>Connecting through Reliable Infrastructure</i>	<b>Running Lean</b> <i>Regulating Smarter</i>	<b>Firing on All Cylinders</b> <i>Expanding International Business</i>
<p><b>Premises:</b></p> <ul style="list-style-type: none"> <li>• Talent is principle driver of the innovation economy.</li> <li>• Future productivity and earnings are linked to skill levels in the workforce.</li> <li>• Education system needs adequate resources to meet immediate business needs and to underpin a robust, long-term economic recovery.</li> <li>• Washington will remain attractive to immigrants that offer high education, skill levels and entrepreneurial capability.</li> </ul> <p><b>Recommendations:</b></p> <ol style="list-style-type: none"> <li>1. Create jobs for Washingtonians and address industry needs by expanding the capacity of community and technical colleges and four-year universities to achieve a post-secondary education attainment rate to at least 60 percent by the year 2025.</li> <li>2. Increase the pool of qualified workers by giving greater emphasis to STEM proficiencies and career and technical education at the high school level.</li> <li>3. Fill critical skills gaps and grow new enterprises by attracting and retaining the world's best and brightest minds and entrepreneurs through fact -based visa related reform and funding education in high demand occupations.</li> <li>4. Upgrade skills of the unemployed through expanded flexibility of unemployment programs to support training in fields where job vacancies exist.</li> </ol>	<p><b>Premises:</b></p> <ul style="list-style-type: none"> <li>• Job creation relies increasingly on commercializing new globally competitive products, processes and services.</li> <li>• University, federal lab and private R&amp;D teams need to be connected to a robust innovation ecosystem, including manufacturing.</li> <li>• Access to business expertise and risk-tolerant capital are essential for rapid technology deployment.</li> </ul> <p><b>Recommendations:</b></p> <ol style="list-style-type: none"> <li>1. Target improvements to regulatory and tax policy to foster growth of start-ups and job creating business clusters.</li> <li>2. Invest in world class research talent, assist new enterprise formation and connect the state's research base to industry, entrepreneurs and investors.</li> <li>3. Leverage the job creating potential of the Washington innovation ecosystem through large scale collaboration and competing aggressively for federal, foundation and private investment support.</li> </ol>	<p><b>Premises:</b></p> <ul style="list-style-type: none"> <li>• Overall infrastructure spending will fall as stimulus programs wind down and fiscal restraints are addressed.</li> <li>• Priority will be given to Infrastructure investments focused on economic development objectives.</li> <li>• Freight mobility is a growing problem for manufacturers and supply chain efficiency.</li> <li>• Economic, national security, environmental and technological trends will accelerate the transition to alternative energy sources and electric transportation systems.</li> <li>• Communications infrastructure will continue to be primarily a private-sector activity.</li> </ul> <p><b>Recommendations:</b></p> <ol style="list-style-type: none"> <li>1. Implement alternative financing mechanisms for transportation infrastructure to preserve basic assets, freight mobility and investment in critical economic corridors to ensure jobs, supply chain productivity and trade expansion.</li> <li>2. Prioritize the most critical infrastructure challenges and lead globally in such areas as energy efficiency, clean-water solutions, advanced manufacturing, cyber-security sustainable in urban design and broadband deployment.</li> <li>3. Require the use of economic development and long term job creation criteria in the capital budgeting process</li> </ol>	<p><b>Premises:</b></p> <ul style="list-style-type: none"> <li>• Regulatory processes impose significant costs on doing business and significantly influence investment behavior, location decisions, start-up activity, expansions and hiring.</li> <li>• Regulation is not only about the rules, but <i>compliance</i>. Streamlining saves costs without compromising the protections intended.</li> <li>• A smart regulatory system can simultaneously facilitate innovation, economic growth and efficiently achieve regulatory objectives.</li> </ul> <p><b>Recommendations:</b></p> <ol style="list-style-type: none"> <li>1. Initiate systematic sector-by-sector review of state regulations for their cost-effectiveness and determine overlaps, excessive costs, obsolescence, redundancy and solutions.</li> <li>2. Expand agency use of lean process improvements to lower the cost of regulatory compliance and reduce time delays.</li> <li>3. Create “navigator service” for industry to manage their interaction with the regulatory system, including a comprehensive, user-friendly, online portal for regulatory compliance as recommended by State Auditor's Office Regulatory Reform report.</li> </ol>	<p><b>Premises:</b></p> <ul style="list-style-type: none"> <li>• Globalization will continue to intensify over time, but at an uneven pace.</li> <li>• State capitalism (e.g. China) is rising as a source of competition.</li> <li>• Ports will confront more competition from Canada, California and East Coast ports as the Panama Canal is widened and new Arctic shipping lanes possibly open.</li> <li>• Slow economic recovery in the US and uncertainty in global economic conditions will increase protectionist pressure and threaten to escalate trade disputes.</li> <li>• Fiscal constraints will challenge policymakers to seek creative public-private partnerships to promote exports.</li> </ul> <p><b>Recommendations:</b></p> <ol style="list-style-type: none"> <li>1. Intensify innovation collaboration in the Pacific Northwest economic region and support cross-border projects that can lead to economic diversification, expanded trade opportunities and jobs.</li> <li>2. Drive job creation through a coordinated system of trade services between the programs of Washington State and regional and federal programs.</li> <li>3. Strengthen export assistance services and re-establish overseas representation to augment Washington's international competitiveness and realize the state's export goals.</li> <li>4. Double the number of state-led, new-to-market, cluster-based trade missions (including services) to increase the number of new-to-market exporting firms.</li> </ol>

